

GO HARD AFTER FOREIGN TRADE OR COMPETITORS WILL CAPTURE IT

AMERICANS have a grip on world trade now and will hold it if they try, but not if they follow the old careless, haphazard methods involving neglect of foreign markets, ignorance of languages, unwillingness to cater to foreign fashions, to pack goods as their customers wished or to extend the credit on terms as favorable as merchants in Germany, England and other countries have done.

Unwillingness to comply with foreign preferences has been one of the American manufacturer's worst handicaps in the past. He has wanted to sell to Mexico and South America goods made up according to American ideas exclusively; for instance, shoes of a certain style, whereas the Latin taste preferred another style. He has insisted on packing goods in the American way, though his foreign customers may have found, through experience, that that way was unsuited to shipments over long distances, by water and rail, and that the goods were arriving in damaged condition. He has been unwilling to grant extended credits or to adopt the metric system, though far distant customers have been obliged to seek long time credits and our systems of weights and measures is confusing to them as the metric system is to most of us. These merchandising faults do not apply to all American exporters, of course, but to enough of them that the complaint has been made general. Exporters of other countries, realizing that the first principle of merchandising is to please the customer, have gone to great lengths to cater to their foreign trade and have succeeded.

That is, they did succeed before the war intervened to throw trade America's way. In the years of American neutrality, we had nearly a clear field with foreign commerce and even after we entered the war we were able to care for much of the vast volume of foreign trade which came to us because there was no other source of supply. American goods are now being sold in markets never before reached. It remains to be seen whether, having obtained a long lead over all other countries, we hold this foreign market.

The manufacturers of the United States have everything to their advantage in diverting the foreign market, particularly that of Mexico and Central and South America. They have the start, which is important. They have the machinery and the raw material and the transportation facilities. The United States is coming out of the war with the greatest merchant marine of all time. Lack of that merchant marine was one of the great handicaps of the before the war period. The American government could not be brought to push through a merchant ship-building program. Ships are available now in a certain number and more of them will be available as they are released from the navy of transporting war supplies to Europe. There will be no lack of shipping facilities.

But because Americans have these advantages, it is not to be assumed that the American manufacturer and exporter can feel secure from competition from other countries. England will change from a war to a peace basis faster than the United States because England had a complete program for the change all ready to put into operation immediately. We had not. There is now a grand scramble in the United States on the part of factories which have been making war materials and now want to get to peace time production. Many of them lack the machinery and are hiding against each other to get it. Plants manufacturing this machinery are swamped with orders and will be for months to come, possibly for a year or more.

And the United States does not have all the ships in the world. England also has a big merchant marine, available for transporting goods to foreign markets, while Germany, though worse off than any of the allied countries with respect to manufactures, has a large quantity of stored up goods which could not be exported after 1914, but which will be exchanged abroad for those things which Germany urgently requires. Most of Germany's merchant marine is now in allied hands, but the proposal now is to return it under stipulation that Germany's shipyards be devoted to building ships for the allies to replace tonnage lost through submarine depredations. Therefore, Germany will have ships for trade export purposes.

Japan, France and Italy will also reach out for foreign markets. They deserve to have their share of world trade, as does England also, and they will get more than a fair share unless American exporters keep after their foreign trade with the same assiduity they displayed in regard to the domestic market.

What American manufacturers doing an export business must do is to cultivate the foreign trade. This has a local application as regards El Pasoans doing business in Mexico. The business men of El Paso are all discussing ways and means of opening up trade with Mexico and other foreign countries. One of the first things they should do is to develop export trade experts among their own men. The

federal board for vocational education, the bureau of education and the Y.M.C.A. train men for this work, but with time as a factor it will be better for firms to educate some one or more of their own men. It is declared that every other nation going after world trade has men who really know the foreign trade situation, where demand for certain goods exists at a certain time, all about transportation and everything connected with selling and delivering manufactured goods and farm products. Unless Americans have the same sort of definite knowledge, his foreign competitor will beat him into the market and take the market away from him.

To Combat Red Flagism

TO Combat Bolshevism in the United States, so that this country may not be overtaken like Russia and Germany, the National Security league has launched a nationwide campaign to counteract un-American propaganda. It proposes to inculcate, especially in the foreign born element of the country's population, an understanding of the ideals of American citizenship and of the constitution of the United States.

The league proposes also that a repeal be secured of laws which permit a resident, not wholly naturalized, to exercise the citizen's function of voting. It would restrict the ballot to those who are full fledged citizens of the United States, thus making it an incentive to aliens to complete the steps necessary to secure their citizenship. The league also favors the establishment of a time limit in which the immigrant is to learn the English language or leave the country. It considers that the work of turning our conglomerate population into a thoroughly American citizenship is worthy of all the best efforts which can be directed to it.

It is also urged that the utmost efforts be exerted to combat the tendency toward socialism by explaining to the people that socialism is an unsafe foundation upon which to rest and that its leaders are not men who can be trusted to conduct the government.

The I. W. W. are the true Bolsheviks of America, but the dividing line between their aspirations and those of the more radical Socialists is often hard to find. Both are dangerous to the industrial and governmental security of the country and there is no question that in every community there should be educational campaigns to counteract red flag tendencies. During the war period, the government held the American Bolsheviks under a firm hand. It caused the arrest of many who were guilty of sedition, acts and others and others fled to escape similar prosecution. Others went to Russia and have taken part in the villainous episodes which have been brought about in that unfortunate country under the guise of socialist government. There is danger that, with the ending of the war, there may be such a relaxation as may enable these dangerous elements to renew their work of organization and propaganda in this country. The best way to deal with them is to bar from entry those who have gone to other countries, keep a close hand on those who remain and carry on among the classes most susceptible to Socialist or Bolshevik appeal a continual campaign of education which will lead them to see these ridiculous doctrines in their true and treasonable aspects.

But the best way of all to combat Bolshevism is to provide plenty of work and good wages. The more money workers get in the bank the less inclined they are toward visionary governmental schemes of a revolutionary nature. Fortunately, it seems that both work and wages will be plentiful in this country for a long time to come.

There are still a few organizations which have neither intervened in the Mooney case nor demanded representation at the peace conference.

Although some of the Prussians may favor restoring the monarchy, it is unlikely that they will succeed in bringing back William Hohenzollern as emperor. His status will probably be determined definitely in the peace conference.

The man who raised the turkeys and the dealer who sold them have substantial reason to be thankful. They got the money.

The president has not yet announced the personnel of the American representative in the peace commission, but it is respectfully suggested that Elihu Root and William H. Taft would be eminently qualified and their selection would be advisable if there are to be five members. It is presumed the president, the secretary of state and Col. E. M. House would comprise the other three.

Little Interviews

French Love of Home Has Preserved the Nation For Ages Thinks Stringent Laws Only Way To Stop Cigaret Use

EVERY Frenchman is imbued with the patriotic idea and the French are a people who love their family and home," said H. M. Laymond, and their patriotism and domestic affection are the two things that stood out most conspicuously in the war and won the admiration of all of the warring nations. That patriotism, together with the individuality that has been a heritage of their nation since it first took form, before the establishment of the Christian era, will contribute much to the problem of making a world-organization. The French government is of a highly centralized form, but of localized individuality. There are local traditions, local political features and local architecture that have been preserved, and even certain features of dress. The different sections of France are as independent of each other as if they were entirely different nations, yet they have a highly centralized form of government that has resulted from the universal military service which has been operation there for so long.

"All of the great sources of evil are gradually, but surely, being eradicated from the world," said J. H. Evans. "For ages there has been a fight against liquor, but it has never so nearly rid of as at the present time. State after state has voted in a prohibition, or that it already under strict regulation and steps have been taken to stop the sale of liquor. Of course, the injurious and enervating habits that one may form, there is not one so harmful as the cigarette and none that is of such widespread practice. Until and until it is regulated by stringent laws."

"The next convention of the Pan-American Union," said Patrick J. Kelly, of Chicago, "I firmly believe that of the estimated 700,000,000 Catholics and Protestants, 800,000,000 have renounced their belief through the inability to conceive in their minds the doctrine of the Trinity. The simplicity of the Bible should not be held above nor apart from truth."

"When in 1492 the belief that the world was flat, as illustrated by Columbus's discovery, all worldly things were adjusted accordingly, even the Bible, which at that time in script, contained parables based on the old belief. The truth was too great to be denied. Yet after science proved in a later day that it was impossible for Jonah to live for eight days in the belly of a whale, the Bible was quite inconsistent of a Godly man like Moses to order the death of multitudes of people, the doctors of divinity keep asserting their antiquated findings notwithstanding. Let's get at the truth of the matter."

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Get Ready For Them

By Harry Murphy



Roundabout Town Hunting De Luxe and How It Is Done by Two El Pasoans How El Paso Can Send Letters To Ft. Bliss For Two Cents

By G. A. MARTIN.

ALVES DINON and E. C. T. Pelham have the finest hunting preserve and camp in this whole southwest—bar none.

Being good sportsmen and desiring to get game when they go hunting, they picked out a nice half moon lake without any tules in it to swallow up what they shoot, and leased it for a year. Then they proceeded to duly post the place by the regulation law of advertisement in a New Mexico paper and they were ready for the ducks when they came.

The lake is about 34 miles from El Paso, up in New Mexico, and they didn't like to get up at 3 o'clock in the morning as Tom Rogers and Fred Laseby do, so they decided to put up a camp. They purchased a couple of wall tents and erected them in the orchard at the home of the man they leased the lake from. Then they proceeded to put in some nice cots with mattresses on them, and some sleeping bags filled with regular blankets. This insured good sleeping, but they wanted more.

They put in a wood burning stove for cold days and nights and a gasolene stove for warmer seasons. Then they stocked one of the tents with plates, cups, saucers, knives, forks, silver, a cotopost, candles, wood and everything two hunters would need for preparing food, and then they installed a cupboard and filled it with preserves and marmalade.

Now all they have to do is to take up fresh butter, eggs and bread and a thermos bottle with medicine in event of a snake bite—and Alves ever strings an electric light in from the battery in his car—and they are as comfortable in camp as at home, and they don't have to get up until the alarm clock says it is 3 o'clock; then, after a cup of coffee, made the night before and set on the stove to warm when the clock first goes off, and a slice of bread and butter, they saunter out and meet his duckship when day breaks.

It's great sport being a sportsman. If you only take a little trouble ahead of time.

A young El Paso girl saw a shoulder covering she thought was quite becoming to her and she bought it for her mother for

purpose, and postmaster E. A. Shelton is nominally its head.

Down at San Antonio they can send a letter between San Antonio and Camp Stanley, a distance of more than 30 miles by railroad for two cents for the same reason—the Camp Stanley office is a branch of the San Antonio office for administrative purposes.

There are many different classifications in the postal service in city arrangements. For instance, besides the Fort Bliss branch, there is a station of the El Paso office and several sub-stations. The station is located at Five Points and is entirely maintained by the government, with a superintendent and clerks all paid by the government, also the rent paid by Fort Bliss office for administrative

Abe Martin

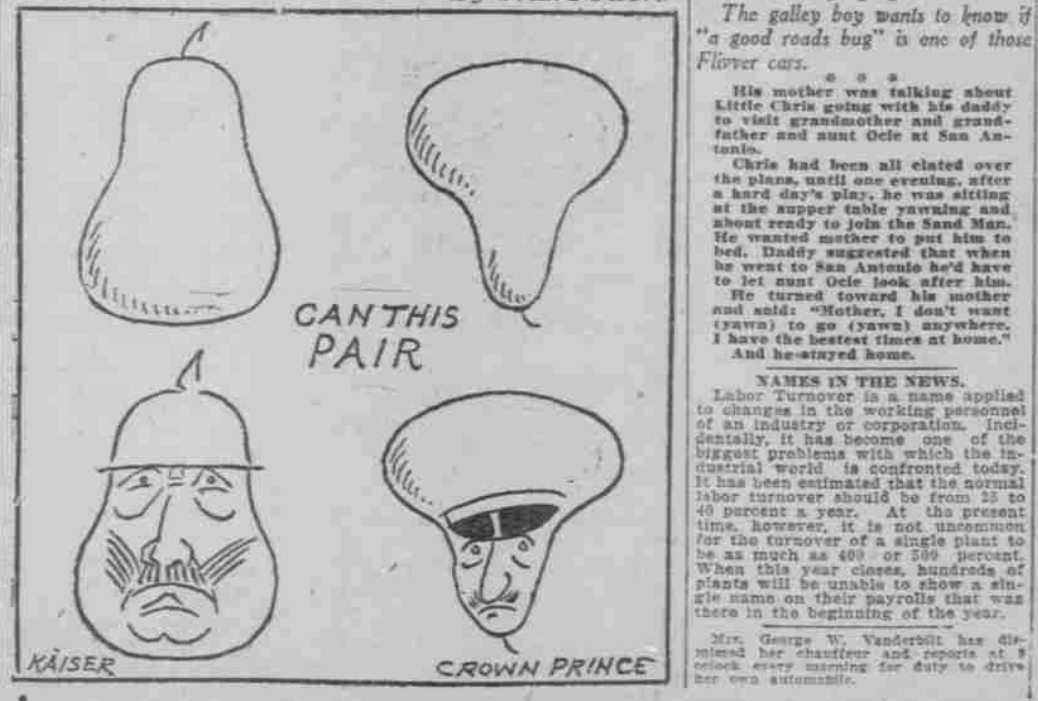


AVERY PERKINS, class 4, rural route 3, stop 5, is teacher at No. 8 school. The latest thing in philanthropy is "feller" that tells how much he has "given" Liberty loans.

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It's Done

By T. E. Powers



Bolsheviki Means Revolution and Anarchy, Really "I Want More"

Editor El Paso Herald:

Will you please answer the following questions, either through your columns or to my home address:

First, in your editorial entitled, "Kaiserism Is Now Defeated, Let Us Down Bolshevism," what is meant by Bolshevism? Does it mean proper reform brought about through public debate and finally settled by a majority vote? Inquisitor Bolshevism meant what you insinuate in the last paragraph. The Herald would not be found opposing it. Bolshevism has come to mean opposition to everything that is established—revolution and anarchy. Prof. A. H. Hoxby, principal of the El Paso high school, says in reality it means "I want more." Nelson's Encyclopedia says:

"Bolshevism or Maximilianism, a Russian party of extreme radicals, has as its aim the immediate realization of a Socialist commonwealth. It originated in a division of the Social Democratic Labor party at its second convention in 1905 over a question of organization. The majority, who favored the party's centralization, party taking the name Bolsheviki (members of the majority), as opposed to those of the minority, or Mensheviki. The difference between the factions increased with the fall of the revolutionary movement of 1905-06, and developed into two opposite views of revolutionary tactics while the terms Bolsheviki and Mensheviki gradually lost their original meaning, and acquired a political rather than a numerical significance. As opposed to the less radical division of the party, the Bolsheviki stand for the theory of a permanent revolution, independent of existing political conditions; they oppose compromise with other parties, and put their faith in but one kind of movement, armed revolution, following the Russian revolution of March, 1917. An armed outbreak occurred in Petrograd in July, 1917, and the movement culminated in November. Bolsheviki forces seized the telegraph office and Petrograd Telegraph agency on November 6, and headed by Nikolai Lenin and Leon Trotsky assumed complete control of the city (November 8). They issued a proclamation calling for an immediate democratic peace; the transfer of landed estates to the peasantry; the trans-

fer of political authority to the Council of Workers and Soldiers; and the convocation of an honest constituent assembly.

"According to a catechism prepared by the Bolsheviks, the party represents the class-conscious proletariat, hired laborers, and the proper portion of the rural population. It advocates a revolution providing for a new order, soldiers, peasants, etc., who are to hold all the power; and it declares that the capitalist class is a threat to the workers for their service in the militia; that army officers should be elected by the workers and the workers should have power to remove their superiors. With regard to the present world conflict, the party is violently opposed to "this imperialist war and the bourgeois government conducting it," against annexations, and in favor of the deposition of all monarchs."

Any body of men or women can put out a revolution in El Paso. There is no set form. Any person legally qualified to hold office in Texas may run for any municipal office providing his name is announced in time to get it on the ballot. Such names must be filed in due time.

To hold public office in El Paso, you must be a citizen of the state—that is a resident of Texas a year and of El Paso six months.

It is the opinion of lawyers that women may only hold the position of school director, or of the school board, independent, state superintendent of education and member of a school board. They cannot hold the office of alderman, these lawyers assert.

MAIL CENSORSHIP CONTINUES. Letter mail entering the United States is being censored, postmaster A. B. Shelton said Friday, and he had no advice to give to when the censorship would cease.

CARRIERS' DAY. As tomorrow is the last Saturday in the month, Herald carriers will collect November accounts.

DEAR MR. KABIBBLE, CAN TWO LIVE AS CHEAP AS ONE? TOM HEARDICKSON

IT ALL DEPENDS—HOW CHEAP ARE YOU, TOM?

EL PASO HERALD

DEDICATED TO THE SERVICE OF THE PEOPLE, THAT NO GOOD CAUSE SHALL LACK A CHAMPION, AND THAT EVIL SHALL THEREBY ENFOLD.

H. D. Slater, editor and controlling owner, has directed The Herald for 29 years. J. C. Wilkerson is manager and G. A. Martin, Jr. is editor.

MEMBER ASSOCIATED PRESS, AMERICAN NEWSPAPER PUBLISHERS' ASSOCIATION, AND AUDIT BUREAU OF CIRCULATION.

THE ASSOCIATED PRESS is a syndicate which secures for the publication of all news dispatches credited to it or not otherwise credited to this paper and also the local news published herein.

AN INDEPENDENT DAILY NEWSPAPER—The El Paso Herald was established in March, 1911. The El Paso Herald, after its absorption and succession, The Daily News, The Telegraph, The Tribune, The Journal, The Graphic, The Sun, The Advertiser, The Independent, The Journal, The Republic, The Bulletin.

TERMS OF SUBSCRIPTION—Daily Herald, per month, 75c; per year, \$7.50. Wednesday and Week-End issues will be mailed for \$2.50 per year. Week-End edition only per year, \$2.50.

THIRTY-EIGHTH YEAR OF PUBLICATION—Superior exclusive features and complete news reports. Associated Press Local and Special Correspondents covering Arizona, New Mexico, Texas, Mexico, Washington, D. C., and New York. Entered at the Postoffice in El Paso, Texas, as Second Class Matter.

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Uncle Walt's Denatured Poem.

Early Shopping

"WE'LL do our Christmas shopping early," said Kaiser Bill to Eitel Fritz, "so when I've made my mustache curly, we'll go up town and blow two bits. It is a time for stern retrenching; we can't spend lavishly, that's sure, while hunger, like a fiend, is wrenching the vitals of our German poor. Some simple gifts—some ostentatious—for friends who have been real and true; our giving these few will seem as gracious as though a lot of marks we blew. A can of oatmeal soup for Ludy, who let the tall go with the hide, will cheer him up, who is now moody, since he saw all his triumphs slide. For Tirpitz, too, soup would be fitting—the kind that's made of navy beans; he spilled our beans and sent hope flitting when he sent forth his submarines. Mock turtle soup will give to Eitel Fritz, for he's a mockery, the dub; we thought him bigger than a hound, and find him smaller than a shrub. Best soup will do for Krump-Fred, for he will beat where he should fight; we might have won this war already had we not kept him out of sight. A can of soup for every fellow, clam chowder is the stuff for Max, for it's a sort of sickly yellow, and tastes a lot like liquid wax. Come, let us go and see the grocer, and buy what soup he has in stock, before the allied guns draw closer and shoot the helmet from my block."

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WALT MASON.

SONGS THE DOUGHBOYS SING



"K-K-K-KATY," beautiful Katy, You're the only s-s-s-s girl that I adore. When the m-m-m-moon shines over the cow shed, I'll be waiting at the k-k-k-kitchen door.

YANKEE PARODY. K-K-K-K P., beautiful K. P., You're the only job that I adore. When the m-m-m-moon shines over the mess shed, I'll be waiting at the k-k-k-kitchen door.